



WOODLAND FARM LTD

798 Spring Road
Marathon, WI 54448-9986

March 28, 1997

RECEIVED BY THE
OFFICE OF SPECIAL
NUTRITIONALS, HFS-4505
97 APR -1 P2:58



Office of Special Nutritionals (HFS-450)
Center for Food Safety and Applied Nutrition
Food and Drug Administration
200 C. St. SW
Washington, DC 20204

0100 '97 SEP 19 P1:38

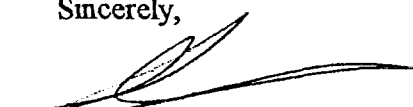
To Whom It May Concern:

Please find enclosed the document for notification related to a statement of nutritional support under section 403 (r) 6 §101.93 et al. Although the regulation provides for the elements of the notification, it does not provide for the format. Enclosed is my proposal. It is simple and concise. It could include a place for your file number if you feel this would be helpful for filing purposes. Please advise.

We are currently in the process of redesigning all of our materials to take advantage of section 403 (r) §101.93 et al. to better inform the consumer. If any elements of the proposed label are objectionable, please notify us within 30 days of the specific objection and the specific reason(s), so that we can make the appropriate adjustments.

Reasonable substantiation has been established related to benefits and especially safety, before any of my products are marketed. It is my policy to personally review the world-wide medical research literature as a part of product development. Having been involved in biochemical medical research in the past, I feel I am reasonably qualified to evaluate the quality and accuracy of the literature I review. It is my purpose to provide beneficial, safe products of the best possible quality to the consumer. I, or members of my immediate family, use my products on a regular basis, and have done so for a number of years.

Sincerely,


Sheldon A. Schooler, M.D.
Physician's Choice Herbal Products

97S-0162

51895
LET 610

IN THE UNITED STATES
FOOD AND DRUG ADMINISTRATION
OFFICE OF SPECIAL NUTRITIONALS

Subject: Notification, Statement of Nutritional Support, as provided
for in section 403 (r) (6) §101.93 et al.

Notification Mailing Date (Certified Mail): 3/28/97

Distributor: Woodland Farm, Ltd.
798 Spring Rd.
Marathon, Wisconsin 54448

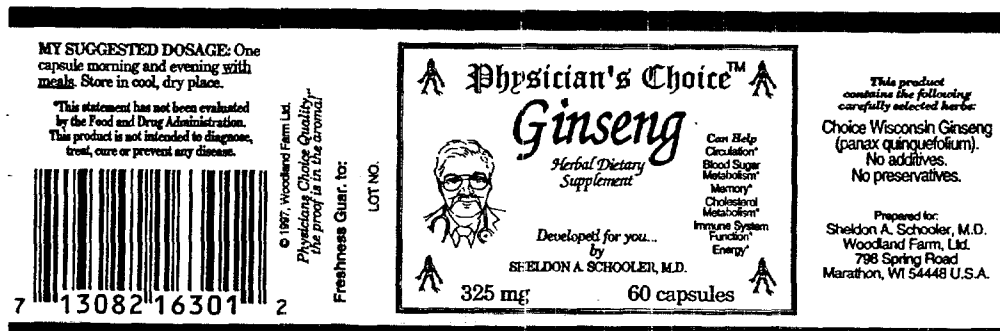
Product Brand Name: Physician's Choice Ginseng

Dietary Ingredient: Ginseng


Statement(s) Attributable to Ingredient: All statements on label

Date of First Use In Commerce: 3/26/97

Actual Label Attached Below:



As per §101.93 (c), the undersigned certifies that the information contained in this notice is complete and accurate, and that the notifying firm has reasonable substantiation that the statement is truthful and not misleading.


Sheldon A. Schooler, M.D., President

Notification receipt date, _____
Office of Special Nutritionals _____